

RJ REYNOLDS

TOBACCO COMPANY

COPYJ. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8889 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

To:	RJR ACCOUNT #: #044880	CC:	K. JURGENSEN
	MR. P. MARTIN A. D. BEDELL	CC:	
FAX #:	(716) 945-3841		

PARTNERS PROMOTION REPORTING: **DOR SEPT JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE	CASE	STATE	BRAND STYLE	NUMBER OF	#/CARTONS TO	#/SKUs (#545462)
12300-	SIZE	USE		CASES	PACK @ DISPLAY	DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	6	1 (ONE CTN)	180
25469	6M		DORAL MEN LT 100	6	1 (ONE CTN)	
25468	6M		DORAL 100	6	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	6	1 (ONE CTN)	

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$8,067.88	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
166	NO. OF DISPLAYS ON CUSTOMER LIST
\$336.00	PACKING PAYMENT (\$14.00 X 24 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
14	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE / DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51845 6210

WHOLESALE : 044880 A. D. BEDELL CO. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162625	565432	CONSUMER BEV. 1280	1280 ABBOTT RD	LACKAWANNA	NY	14218	1	NYS	2477-0000		(716) 826-8859
162602	162625	565433	CONSUMER BEV. 1375	1375 UNION RD	WEST SENECA	NY	14224	1	NYS	2477-0000		(716) 675-4934
162603	162622	775091	DOC'S SMOKESHOP	672 BLOOMINGDALE	BASOM	NY	14013	4		3093-0100	CIG	(716) 542-1327
162603	162622	598116	T.P. DELI & FUEL	837 BLOOMINGDALE	BASOM	NY	14013	4		3093-0100		(716) 542-3431
162603	162622	601185	49 EXPRESS	409 BLOOMINGDALE	AKRON	NY	14001	4		3093-0100		(716) 542-3708
162603	162622	742675	ARROWHEAD SMOKE SHO	852 BLOOMINGDALE	BASOM	NY	14013	4		3093-0100		(716) 542-6212
162603	162622	766656	TOTEMPOLE SMOKE SHO	1025 LEDGE RD	BASOM	NY	14013	4		3093-0100		(716) 542-1183
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	5				(716) 346-5222
162604	162625	752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	2				(716) 382-9510
162606	162623	521624	CROSSROADS	RT 438 & VERSAILL	VERSAILLES	NY	14168	4		3093-0200		(716) 532-4986
162606	162623	566889	SANDY'S PLACE	RT. 438	GOWANDA	NY	14070	4		3093-0200		(716) 532-2421
162606	162225	673510	OIL SPRINGS CORNERS	W SHORE ROAD	CUBA	NY	14727	4		3093-0400		(716) 968-1345
162606	162628	675068	RICHARDS SMOKESHOP	2164 W PERIMETER	STEAMBURG	NY	14783	4		3093-0400		(716) 354-9181
162606	162628	675069	COLDSPRING SMOKE&GA	W PERIMETER ROAD	STEAMBURG	NY	14783	4		3093-0400		(716) 354-5035
162606	162628	686767	SENECA JUNCTION	RT 417 & RT 219	CARROLLTON	NY	14748	4		3093-0400		(716) 945-6391
162606	162628	688199	77 MAIN STREET CAFE	77 MAIN ST	SALAMANCA	NY	14779	4		3093-0400		(716) 945-1559
162606	162623	700520	PARKER'S DRIVE THRU	141855 RT. 438	GOWANDA	NY	14070	4		3093-0200		(716) 532-3510
162606	162628	715423	IROQUOIS STATION	25 CHURCH ST	SALAMANCA	NY	14779	4		3093-0400		(716) 945-0238
162606	162628	715424	WHITE MTN TOBACCO	W PERIMETER ROAD	STEAMBURG	NY	14783	4		3093-0400		(716) 945-3476
162606	162623	733079	BIG INDIAN SMOKESHO	597 MILESTRIP RD	IRVING	NY	14081	4		3093-0200		(716) 934-0500
162606	162628	737874	NAFCO QUICK STOP	881 BROAD ST	SALAMANCA	NY	14779	4		3093-0400		(716) 945-0056
162606	162628	737877	JWS ENTERPRISES I	719 BROAD ST	SALAMANCA	NY	14779	4		3093-0400		(716) 945-1225
162606	162628	737878	JWS ENTERPRISES II	RT 417	KILLBUCK	NY	14748	4		3093-0400		(716) 945-4425
162606	162628	737880	JWS ENTERPRISES III	685 BROAD ST	SALAMANCA	NY	14779	4		3093-0400		(716) 945-1201
162606	162623	764763	ADLAI'S	1254 ROUTE 438	IRVING	NY	14081	4		3093-0200		(716) 337-2603
162606	162628	368567	KEN'S SMOKESHOP	2001 ROUTE 219	LIMESTONE	NY	14753	4		3093-0400		(716) 945-1450
162606	162628	399934	T & J'S SMOKESHOP	191 CENTER ST	SALAMANCA	NY	14779	4		3093-0400		(716) 945-5111
162606	162628	442094	SENECA HAWK PETRO	730 BROAD ST	SALAMANCA	NY	14779	4		3093-0400		(716) 945-2040
162606	162623	502516	IROQUOIS SMOKE SHOP	14411 FOUR MILE I	GOWANDA	NY	14070	4	NYS	3093-0200		(716) 532-4449
162606	162623	536774	JR'S SMOKESHOP	RT. 5 & LAKESHORE	IRVING	NY	14081	4	NYS	3093-0200		(716) 549-5610
162606	162623	128513	SENECA HAWK TOBACCO	PROJECT	IRVING	NY	14081	4	NYS	3093-0200		(716) 934-4219
162606	162623	263886	DARREN'S BEARCLAW	11048 S.WESTERN B	IRVING	NY	14081	4	NYS	3093-0200		(716) 549-0239
162606	162628	328435	OJ'S SMOKESHOP	W.PERIMETER ROAD	STEAMBURG	NY	14783	4	NYS	3093-0400		(716) 354-6435
162606	162628	340601	RON'S SMOKESHOP	BOX 92A, RD. 3	ALLEGANY	NY	14706	4	NYS	3093-0400		(716) 373-1120
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	2	NYS			(716) 483-5371
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	2			BRU	(814) 367-2707
162607	162228	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESE	PA	16923	5			BRU	(814) 228-3660
162607	162628	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	2			915298	(814) 489-7854
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1			917609	(814) 968-5480
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856	(814) 435-2178
162607	162628	608171	YE OLDE TYME SHOPPE	17 SOUTH MAIN ST	CLARENDON	PA	16313	3			BRU	(814) 723-7199
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1			948513	(814) 834-7070

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 3
DATE: 98-07-13
TIME: 02:41 PMWHOLESALE : 044680 A. D. BEDELL CO. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	5				(814) 726-0341
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	2			BRU	(914) 228-3318
162607		781094	BP SERVICE	COUDERSPORT SERVI	EMPORIUM	PA	15834	2				(814) 486-0886
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	5				(814) 887-5585
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	2				(814) 438-3422
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	2			939827	(814) 589-7696
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	2				(814) 827-1227

PAGE BREAK TOTAL ACCOUNTS 49 TOTAL QUANTITY 166

TEMPLATE TOTAL ACCOUNTS 49 TOTAL QUANTITY 166

***** END OF REPORT FOR PROMOTION 801271 *****

51845 6212

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

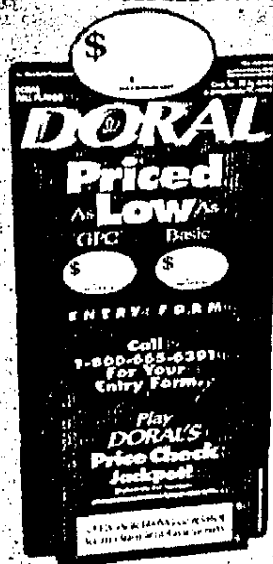
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

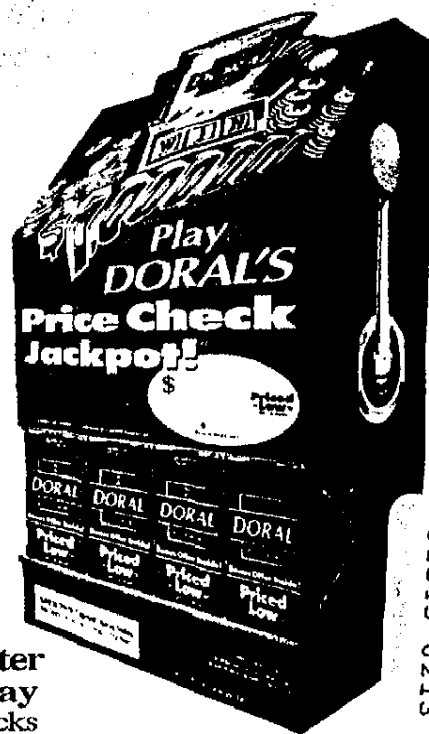
In September, everyone comes out a winner with Doral's Price Check Jackpot.



**Easel Card
w/Entry Forms**



Wobbler



**Counter
Display
(40 packs
per display)**

51845 6213

Additional Support Pieces:*

**Pack Outlet
Small Paster**

**Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee**

*Adhesive numbers and a pricing pen will be included for you to price the materials.